

TOURISM VICTORIA'S REGIONAL
MARKETING AND DEVELOPMENT PLAN
2011-2012

VICTORIA'S HIGH COUNTRY



Tourism Victoria



You'll love every piece of Victoria

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INTRODUCTION



In late 2008, we released the ***Regional Tourism Action Plan 2009-2012*** to address key challenges impacting the regional tourism industry over the medium term and to accelerate the development of tourism in regional areas.

This plan articulates our commitment to regional tourism and provides a roadmap to guide the development of Victoria's regional tourism industry and enhance its competitive positioning.

A key commitment of the ***Regional Tourism Action Plan 2009-2012*** is the annual development of Regional Marketing and Development Plans (RMDPs). Since 2009, we have released an annual RMDP to assist each region and its stakeholders in planning and coordinating marketing and development activities.

In 2011 we have again developed a RMDP for Victoria's High Country. This will inform the local industry on Tourism Victoria's priority marketing and development activities for the forthcoming financial year. The actions highlight opportunities for participation and will allow stakeholders to more effectively develop marketing budgets with a strategic alignment to Tourism Victoria activities.

The actions outlined in the RMDPs underpin the overall strategic commitments of the ***10 Year Tourism and Events Industry Strategy*** and further support the direction of the ***Tourism Victoria Business Plan 2008-2011*** and ***Regional Tourism Action Plan 2009-2012***.

Our key actions for the 2011-2012 financial year are highlighted under the priority areas identified in the ***Regional Tourism Action Plan 2009-2012***.

- improving regional industry structures
- improving the supply and quality of tourism experiences
- increasing consumer demand for regional tourism experiences
- addressing skills, service standards and environmental sustainability

While we have made every effort to ensure activities are accurate, the RMDPs are subject to change due to budget and market requirements. Recent events such as the global financial crisis and natural crises have reinforced the need to be adaptive and responsive to market forces.

We look forward to a continued partnership with Victoria's regional tourism industry as we action and implement the key planks of the ***Regional Tourism Action Plan 2009-2012***.

A handwritten signature in black ink, appearing to read 'Mark Stone', written in a cursive style.

Mark Stone
Chief Executive

IMPROVING REGIONAL INDUSTRY STRUCTURES

INDUSTRY STRUCTURES

Improving industry structures is important in enabling more effective coordination of tourism activities at a regional level. A new model has been developed in consultation with industry that involves the creation of a single peak Regional Tourism Board (RTB) in each campaign region. The RTBs will guide the strategic direction of the region and will be responsible for holistic development including the functions of marketing, industry development, product development, skills training, mentoring and ensuring a sustainable industry.

| Activity | Overview | Target market | Timing |
|-------------------------------|---|---|---------------|
| Regional Tourism Board | Established and operational | | |
| Regional Tourism Board Review | Undertake an annual review of the Regional Tourism Board operations as detailed in Memorandum of Understandings (MOU's) | <ul style="list-style-type: none">- Board- Stakeholders- Industry | February 2012 |

IMPROVING THE SUPPLY AND QUALITY OF TOURISM EXPERIENCES

INVESTMENT AND INFRASTRUCTURE

A number of priority investment and infrastructure projects were identified for Victoria's High Country in the ***Regional Tourism Action Plan 2009-2012***. The investment and infrastructure priorities were identified through a process of consultation with stakeholders and investor groups. Tourism Victoria will continue to work with State Government agencies, Local Government, investors and industry to develop and facilitate proposals that seek to capitalise on the identified key priorities and market opportunities.

| Activity | Overview | Timing |
|--|--|---------------|
| Tourism Victoria will work with State Government agencies, Local Government, investors and industry to facilitate the following priority projects: <ul style="list-style-type: none"> • Redevelopment of the Mount Buffalo Chalet; • Nature-based infrastructure and investment product linked to adventure tourism product, including consideration of an alpine trail with associated visitor accommodation (e.g., the Mount Hotham and Falls Creek Wild Walk); • High quality accommodation and tourism product in Mount Hotham Village, Falls Creek Alpine Resort and Mount Buller; • High Altitude Training Centre at Falls Creek Alpine Resort; • Boutique accommodation associated with food and wine product; • Ned Kelly Interpretation Centre – Stage 2 Glenrowan Precinct; and • Completion of key rail trail and cycle tourism projects including the Murray to Mountains Rail Trail. | Tourism Victoria, Department of Sustainability and Environment (DSE) and Parks Victoria have completed a feasibility study reviewing the concept of the Alpine Walk as identified in <i>Victoria's Nature-Based Tourism Strategy 2008-2012</i> . Tourism Victoria is now working with DSE and Parks Victoria to progress the project. | December 2011 |
| | Working with Falls Creek Resort Management Board to progress high altitude training, lifestyle and wellness opportunities at Falls Creek. | December 2011 |
| | Tourism Victoria will work with key investors to facilitate various regional accommodation investments. | Ongoing |
| | Tourism Victoria will work with Parks Victoria and DSE on the Public Land Bank Initiative which reviews public land opportunities for nature-based activities. | On-going |

INCREASING CONSUMER DEMAND FOR REGIONAL TOURISM EXPERIENCES

DESTINATION MARKETING

The **10 Year Tourism and Events Industry Strategy** recognises interstate and international markets providing future growth opportunities for Victoria. Given that many regional tourism ventures are small businesses, there is limited capacity to undertake stand alone marketing plans. As such, Tourism Victoria provides a number of co-operative marketing activities for businesses to access key domestic and international markets.

A number of key product strengths have been identified to raise awareness of regional destinations, attractions and experiences and to realise Victoria's regional competitive advantages. Accordingly, strategies and marketing campaigns are underway for these segments to provide a framework to assist in attracting visitation to the regions and aid visitor dispersal from Melbourne.

SEGMENT STRATEGIES AND MARKETING CAMPAIGNS

Melbourne Marketing Strategy

This strategy aims to market Melbourne as a cutting edge, creative city and the gateway to regional Victoria. The next Jigsaw Phase 10 Melbourne campaign is aimed at interstate and New Zealand markets and is an evolution of the ***It's easy to lose yourself in Melbourne*** marketing campaign. That campaign resonated strongly with consumers, producing significant results. Interstate respondents now view Melbourne as the most trendy, cultural, stylish and creative city in Australia.

A key objective of the next phase of the Melbourne communications is to leverage this brand equity and develop executions which provide evidence that Melbourne continues to be a creative, innovative destination. The multifaceted campaign is currently being built and will utilise a variety of media including television, cinema, online, mobile and print mediums and will be launched in Australia in May 2011. A launch date for New Zealand is to be confirmed.

Food and Wine Action Plan 2011-2015

This strategy aims to raise awareness of Victoria as a leading food and wine destination in key interstate markets by profiling key restaurants, chefs, wineries and local produce. The strategy is integrated with destination and product campaigns to reinforce Victoria's compact diversity message.

Spa and Well-being Action Plan 2011-2015

This strategy aims to raise awareness of Victoria as a leading spa and wellbeing destination in key interstate markets by differentiating Victoria from other spa and massage destinations. To do this it suggests a holistic wellbeing experience encompassing authentic local food, wine, nature and the naturally occurring mineral springs.

In 2011-12 Tourism Victoria will continue the implementation of the ***Daylesford: Lead a Double Life*** campaign. The focus of the remaining campaign period is Sydney, with a particular focus on females with high income and an ability to influence the target market.

The campaign will be implemented over three major bursts during 2011-12 with a focus on public relations and the development of partnerships with premium magazine titles and aligned brands.

Cycle Tourism Action Plan 2011-2015.

Tourism Victoria is about to launch the first cycle plan for Victoria. It will incorporate four key areas: cycle events, mountain biking, rail trails and road cycling and aims to increase the supply of cycle tourism product and build strong consumer demand for cycle experiences.

The ***Cycle Tourism Action Plan 2011-15*** will feed into Tourism Victoria's overarching ***Nature-Based Tourism Strategy 2008-12***. This strategy aims to build Victoria's credibility as a nature-based destination by offering a diverse range of natural experiences complemented by sophisticated offerings. The Strategy highlights key nature based product as well as national parks and nature based experiences.

Aboriginal Tourism Development Plan 2011-2020.

Tourism Victoria is currently preparing a ten year Aboriginal Tourism Development Plan, providing a long-term vision for Aboriginal tourism in Victoria. It will be launched in mid 2011.

Villages of Victoria Marketing Strategy

The Villages of Victoria Program aims to leverage the Daylesford campaign by promoting the unique and varied village experiences throughout the State. The strategy aims to build consumer confidence of regional experiences and provide a means to support the above marketing strategies.

In 2011-12 Tourism Victoria will undertake significant marketing activity to highlight the food and wine, nature based and spa and wellbeing experiences in and around Victoria's villages. The program builds on the existing strategy of developing content and includes activity that will be implemented in intrastate and interstate markets. Initiatives that allow other towns and destinations to participate will be developed and cooperative marketing program for 2011-12 will be released.

| Activity | Overview | Target market | Tourism Victoria Budget | Timing | Leverage/buy-in opportunities |
|--|--|--------------------------|---|-----------------------|--|
| Major marketing activity | | | | | |
| Regional Marketing Program | A marketing funding grant will be allocated to Victoria High Country via the Regional Marketing Program | Interstate Intrastate | \$190,000 | July 2011 - June 2012 | Opportunities for industry to participate in marketing programs will be developed by North East Victoria Tourism |
| Villages of Victoria Marketing Program | Tourism Victoria will continue to promote destinations and experiences as part of the Villages of Victoria Marketing Program. Marketing activities will include public relations, media partnerships, television sponsorship, content distribution and tactical marketing. | Interstate Intrastate | \$1.3 million | July 2011 – June 2012 | Opportunities for regions to participate will be identified in the Villages of Victoria Cooperative Marketing Program to be released in February 2011. |
| Villages of Victoria Cooperative Marketing Program | A Villages of Victoria Cooperative Marketing Program will be released to Regional Tourism Boards in February 2011. The program will include a range of participation opportunities that will include both intrastate and interstate initiatives. | Interstate Intrastate | Initiatives will be subsidised by Tourism Victoria from the Villages of Victoria budget | July 2011 – June 2012 | Opportunities to participate will be outlined in the cooperative program to be released in February 2011. |
| Public Relations | | | | | |
| Strategic advice | Tourism Victoria will work with North East Victoria Tourism, and the region's appointed public relations agency/consultant, to develop a regional PR plan*. *Plan to be signed off by Tourism Victoria and the region Tourism Victoria will facilitate regular meetings and provide ongoing strategic advice as required. | N/A | - | July 2011 – June 2012 | - |
| Domestic media familiarisations | Tourism Victoria will work with the external public relations agency/consultant and/or region to deliver a group familiarisation – providing media contacts, financial support and strategic input. Tourism Victoria will implement two individual media familiarisations relevant to Tourism Victoria's major marketing campaigns (Food & Wine, Cycling Tourism) or major regional events. | Interstate Intrastate | \$7,000 | July 2011 – June 2012 | Ongoing operator inclusion in familiarisations is governed by support and suitability. |

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|--------------------------------------|--|--------------------------------------|-----------------|----------------------|---|
| | The implementation of domestic media familiarisations is the responsibility of the external publicist. Tourism Victoria will financially support familiarisations initiated or managed by the PR agency/consultant (including from leads generated by Tourism Victoria) where in line with Tourism Victoria's marketing/events strategies and within budget allocation. Tourism Victoria will identify and manage additional familiarisation opportunities with top tier media relevant to Tourism Victoria's marketing strategies/priorities/campaigns. | | | | |
| Television | Pitch appropriate High Country stories to television shows including Getaway and Postcards. | National Intrastate | Various | July 2011-June 2012 | High Country is encouraged to submit new product and story ideas to Tourism Victoria's public relations unit. |
| Villages of Victoria | Tourism Victoria will highlight and promote Beechworth, Bright, Rutherglen, Yackandandah and Alpine Villages under the 'Villages of Victoria' program, including media familiarisations, editorial and media relations activity. | Interstate Intrastate | To be confirmed | July 2011- June 2012 | To be advised |
| Other public relations opportunities | Tourism Victoria will work collaboratively with North East Victoria Tourism's contracted public relations agency/consultant to leverage PR opportunities. Leads generated by Tourism Victoria may be passed on to the region/publicist. | National Interstate Intrastate | N/A | July 2011- June 2012 | |
| | Inclusion of High Country product in ongoing public relations activities including Pieces of Victoria , monthly events listings, seasonal media releases and ongoing media relations. | National Interstate Intrastate | NA | July 2011- June 2012 | High Country is encouraged to submit new product and story ideas to Tourism Victoria's public relations unit. |

| Activity | Overview | Target market | Timing | Leverage opportunities |
|--|--|---|-------------------------|--|
| International marketing activity | | | | |
| <p>Trade shows, missions and associated familiarisations</p> <p>Representatives from Tourism Victoria's head office and regional overseas offices co-ordinate and lead industry participation for key trade shows and missions held in Australia and overseas.</p> <p>The following activities align with the priority international markets for North East Victoria</p> | Corroboree North America 2011 | North America: Aussie Specialist Agents | October 2011 | <p>Victorian tourism product/regions currently active in the North American market are eligible to attend this event.</p> <p>Participation as the Sydney Melbourne Touring Route</p> <p>Participation cost is approx \$2,500.</p> |
| | Corroboree North America 2011 pre/post workshop familiarisations | North America: Aussie Specialist Agents (retail) | October/November 2011 | <p>Potential for High Country to be selected for two pre/post Corroboree familiarisations.</p> <p>Participation as the Sydney Melbourne Touring Route</p> <p>Participation cost is \$10,000 per region.</p> |
| | New Product and Adventure Workshop 2011 | North American wholesale and retail companies | September 2011 | <p>Opportunity for High Country to suggest and support product from their region to attend. Regional Tourism Organisations can not attend and represent product at the event.</p> <p>Participation as the Sydney Melbourne Touring Route</p> |
| | Regional Sales Mission North America 2012 | North American wholesale reservations agents | To be confirmed | <p>Opportunity for High Country to conduct training with wholesale reservations agents. Event open to product and Regional Tourism Organisations.</p> <p>Participation as the Sydney Melbourne Touring Route.</p> |
| | Presidents Cup 2011 pre/post familiarisations | North America: trade and media | November 2011 | <p>Potential for High Country to be selected for 2 pre/post Presidents Cup familiarisations.</p> <p>Participation as the Sydney Melbourne Touring Route</p> <p>Participation cost is \$10,000 per region.</p> |
| | New Product Mission 2011 South East Asia. | Singapore, Malaysia (Product Planners/decision makers) | July 2011 | <p>Internationally ready Victorian tourism product/regions are eligible to participate in this activity.</p> <p>Participation via ski resorts.</p> <p>Participation cost is \$3500 (approx.)</p> |
| | India Travel Mission | Trade wholesalers and retailers | August - September 2011 | <p>Victorian tourism products/regions currently working with Indian wholesalers are eligible to participate in this activity.</p> <p>Participation can also be via ski resorts.</p> <p>Participation cost is \$5500 (approx.)</p> |
| | Australian Gulf Roadshow | Wholesale and retail travel agents, airlines and media in the United Arab Emirates and other Gulf countries | February - March 2012 | <p>Participation can be for both the ski resorts and the individual region.</p> <p>Participation cost is approx \$2,500 per region.</p> |
| | Regional Sales Mission UK/Europe | Travel trade | August - September 2011 | <p>This event is open to Victorian regions only.</p> <p>Participation as the Sydney Melbourne Touring Route.</p> |
| | European New Product Workshop | Travel trade | February 2012 | <p>Organised by Tourism Australia.</p> <p>Opportunity for Phillip Island to be represented to promote new product in the region to 40 product managers.</p> <p>Participation fee is \$2,000 (approx.).</p> |

| | | | | |
|--|---|---|----------------------------------|--|
| | Corroboree Europe 2012 (to be confirmed) | UK & Europe Aussie Specialist Agents | June 2012 | Victorian tourism product/regions currently active in the UK and European markets are eligible to attend this event Participation as the Sydney Melbourne Touring Route. |
| | Tri States Walkabout New Zealand | Retail/wholesale consultants training seminars | May 2012 | Victorian tourism product and regions currently active in the NZ market are eligible to participate in this activity Participation can be for both as part of the Sydney Melbourne Touring Route and individual region Participation cost is \$2000 plus airfares and personal expenses. |
| | Australia's Tourism Exchange (Australia) | International wholesale and retail travel agents | June 2012 | Internationally active Victorian tourism product/regions may apply to participate. Participation cost is \$9,000 (approx.) |
| Trade cooperative marketing opportunities | Trade and consumer activity as part of ongoing agreements with trade partners. | United Kingdom Italy (Sydney Melbourne Touring Route) France (Sydney Melbourne Touring Route) Germany North America New Zealand Singapore, Malaysia, India & Gulf Countries (Ski) | July 2011 – June 2012 | Expressions of interest may be sought for support of consumer incentives, competition prizes and editorial exposure. |
| | Tourism Australia's Aussie Specialist Program. The on-line format of the Aussie Specialist Programme was created to equip travel agents with the knowledge and skills they need to sell | 110 countries participate in the Aussie Specialist Program. | July 2011 – June 2012 | Regions have the opportunity to buy-in to advertising in the Aussie Specialist e-newsletters at a minimum cost of \$25 per 100 emails. |
| Trade familiarisations program | Tourism Victoria manages a familiarisations program for visiting international trade. | International wholesale/retail travel agents and trade media | July 2011 – June 2012 | Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with familiarisations |
| Consumer shows Representatives from Tourism Victoria's head office and regional overseas offices co-ordinate and lead industry participation for key consumer shows held in overseas. The following activity align with the priority international markets for North East Victoria | National Association for Travel Agents Singapore Travel Fair 2011 Consumer show which presents opportunity to generate awareness of respective products/regions. | Consumer | September 2011 March 2012 | Victorian tourism product/regions currently working with Singapore wholesalers are eligible to participate in this activity. Consider participation for ski resorts. Participation cost is \$2,000 per fair (approx.) |
| Cooperative marketing opportunities | Regional Magazine, New Zealand | Consumers | Feb 2012 | Advertising opportunity in regional Victoria Supplement. Participation can be as Sydney Melbourne Touring and/or consider as an individual region. Participation cost from \$4,000. |

| | | | | |
|--------------------------------|--|---|--|--|
| | 'Inspire' House of Travel supplement, New Zealand | Consumer | Varies according to House of Travel requests | Consumer supplement. By invitation and eligible to regions/products currently listed with House of Travel. Participation can be as Sydney Melbourne Touring and/or consider as an individual region. Participation cost from \$4,000 |
| Public relations | Coverage in public relations activities delivered by Tourism Victoria's international public relations agencies. | United Kingdom Italy France Germany North America New Zealand Greater China (Ski) Singapore, Malaysia, India & Gulf Countries (Ski) | July 2011 – June 2012 | Regions are encouraged to provide unique story angles, product updates and press releases to Tourism Victoria's International Media Officer for potential release throughout Tourism Victoria's public relations network. |
| Media familiarisations program | Tourism Victoria manages a familiarisations program for visiting international media. | International consumer media | July 2011 – June 2012 | Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with familiarisations |

ONLINE

A key priority for Tourism Victoria this year will be to improve the uptake of regional businesses to online booking including visitvictoria.com. This will involve working with Victoria's High Country Regional Tourism Board to enhance industry understanding of online technologies and eMarketing activities.

| Activity | Overview | Target market | Budget | Timing | Opportunities |
|--|--|---|----------------------------------|-------------------------------------|---|
| Visitvictoria.com | | | | | |
| Full annual online content revision | Images and content for all region pages on visitvictoria.com will be reviewed | - | - | August 2011 | |
| Local online tourism strategy | Rollout of local destination link strategy and integration of Australian Tourism Data Warehouse content | Regional Tourism Boards Local Associations | - | On-going | Closer integration of local sites into regional strategies and promotions |
| Business listing | Tourism Victoria will facilitate 12 month business listings on visitvictoria.com | Tourism operators | - | On-going | Listing fees are returned to the Regional Tourism Board |
| Web Analytics | Provide website statistics and comparative reporting on visitvictoria.com's regional webpages. | Regional Tourism Board | Nil for standard monthly reports | Monthly | Communicate reports to stakeholders |
| Visitvictoria.com redevelopment | Operator training program to assist in migrating to new system and maximising opportunities | - | - | July – September 2011 | Opportunity for training for operators |
| Education | | | | | |
| Online booking | Tourism Victoria will supply access to an online booking industry consultant to work to improve and educate operators in online bookings | Tourism Operators | - | On-going | Increased take-up of online booking across region |
| Online training activities | Facilitate online workshops in regional Victoria | Industry organisations and tourism operators | - | By mutual agreement with the region | Option for up to two online workshops per region per year |
| Innovation | | | | | |
| Regional Online Innovation Fund | Tourism Victoria to facilitate digital strategy and projects to promote regions and drive innovation | Regional Tourism Boards | - | September 2011 – July 2012 | Option to leverage industry cooperation in digital innovation projects. |

TOURING / ALLIANCE MARKETING

Many regions in Victoria have recognised the value of touring routes and regional alliances, prompting the creation of several strong touring routes and strategic alliances across the State. The use of touring routes and strategic alliances has been particularly effective in providing regional destinations with a vehicle to cooperatively leverage activity to target international and interstate markets.

| Activity | Overview | Target market | Tourism Victoria Budget | Timing | Leverage opportunities |
|--------------------------|--|---------------|--|-----------------------|--|
| Sydney Melbourne Touring | Support provided to Sydney Melbourne Touring which includes Victoria's High Country. | International | To be confirmed pending outcome of budget. | July 2011 - June 2012 | Opportunities to participate/buy in will be developed by Sydney Melbourne Touring. |

EVENTS

Events play a critical role in growing tourist arrivals to the State and subsequently enabling dispersal of an increased number of visitors into regional Victoria. Events are a key part of Victoria's tourism brand and the State has continued to own the title of Australia's events capital.

Tourism Victoria's Events Program assists event organisers, local government and other relevant groups to increase visitor numbers, length of stay and visitor yield at events. Funding is allocated through a cooperative marketing agreement. Event organisers can apply to Tourism Victoria for funding at any time.

| Activity | Overview | Target market | Tourism Victoria Budget | Timing |
|--|---|------------------------------------|-------------------------|------------------------|
| The following events are those considered a priority for development in Victoria's High Country and will receive support from Tourism Victoria's Events Program. | Wangaratta Festival of Jazz. - Jazz and Blues music festival. | Melbourne Interstate | TBC | October/November 2011. |
| | Kangaroo Hoppet - International cross country ski event which is part of the Worldloppet series of long distance ski races. | Melbourne Interstate International | TBC | August 2011 |
| | Harvest Celebration in Beechworth - Food and wine event, cooking demonstrations and children's entertainment | Melbourne | TBC | May 2012 |
| | Opera in the Alps - Opera music festival. | Melbourne | TBC | January 2012 |
| | Big Fella Festival - Music festival. | Melbourne | TBC | January 2012 |
| | Audax Alpine Classic - Cycling event. | Melbourne | TBC | January 2012 |
| | Bike Buller Mountain Bike Festival. - Cycling event. | Melbourne Interstate | TBC | March 2012 |
| | Terra Australis – Great Southern Land Mountain Bike Epic. - Cycling event. | Melbourne Interstate | TBC | March 2012 |

RESEARCH

The promotion and delivery of research related services is an integral part of Tourism Victoria. Reports, presentations and detailed results on a variety of tourism research topics, such as domestic and international visitation, visitor forecasts and consumer awareness assist regions understand historical trends and guide future direction.

| Activity | Overview | Budget | Timing | Buy-in / leverage opportunities |
|---|---|--|--|--|
| Regional Market Profile (Year ending December 2011) | The fact sheet provides a comprehensive profile of visitors to the High Country campaign region incorporating various data sources. | - | May 2012 | - |
| National Visitor Survey (NVS) Regional and Sub-regional Factsheets | These reports track domestic overnight visitor numbers, nights, daytrips, and growth for Victoria and its tourism regions. The NVS survey is collected throughout the year and published quarterly by Tourism Research Australia. Expenditure reports are produced once per annum for year ending December results. | Per TRA national cooperative research program. | September 2011 December 2011 March 2012 June 2012 | - |
| International Visitor Survey (IVS) Regional and Sub-regional Factsheets | These reports track international overnight visitor numbers, nights, and growth for Victoria and its tourism regions. The IVS survey is collected throughout the year and published quarterly by Tourism Research Australia. Expenditure reports are produced annually for year ending December results. | Per TRA national cooperative research program. | September 2011 December 2011 March 2012 June 2012 | - |
| Survey of Tourist Accommodation (STA) Regional and Sub-regional Factsheets | This report provides a performance overview of Hotels Motels and Serviced Apartments of 15+ rooms for Victoria and its tourism regions. Results compare the current quarter with the same quarter the previous year. The STA data is collected throughout the year and published quarterly by the Australian Bureau of Statistics. | - | October 2011 February 2012 April 2012 July 2012 | - |
| Tourism Forecasting Committee (TFC): Forecast Summary Factsheet | The forecast report for Victoria is based on the TFC forecast and represents the most likely outcome for inbound and domestic travel given past trends, economic indicators and the impact of policy and industry changes. The TFC Forecasts are published twice per annum. | Per TRA national cooperative research program. | November 2011 June 2012 | - |
| Regional Awareness and Perceptions Study (RAPS) | Tracking research on consumer awareness of destinations/campaign regions and association of product to regional destinations. | \$80,000 – \$100,000 (Full study incl. Reporting) | February 2012 | Funding is provided through the Regional Marketing Program 2009-2012. Findings released Fieldwork expected in November / December 2011 |

ADDRESSING SKILLS, SERVICE STANDARD AND ENVIRONMENTAL SUSTAINABILITY

TOURISM EXCELLENCE

The **Tourism Excellence Program** was launched in late 2008 to improve synergies between programs and create a competitive advantage for Victoria through improved service standards and visitor satisfaction. The Program involves an integrated approach, bringing together elements such as customer satisfaction, staff skills and business development that, combined, will contribute to the broader tourism objectives of market development and increased visitor yield.

| Activity | Overview | Target market | Tourism Victoria budget | Timing |
|-----------------------------------|---|---------------|-------------------------|----------------------------|
| Victorian Tourism Awards Program | Mentoring | Industry | - | March – August 2011 |
| | Gala ceremony | Industry | - | 14 November 2011 |
| Tourism Excellence Grants Program | Tourism Victoria provides grant funding to regions to undertake tourism excellence initiatives such as business audits, mentoring, leadership programs and workshop for the industry. | Industry | \$25,000 | 1 July 2011 – 30 June 2012 |

CONTACT DETAILS

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